

## 2012-2013 Idaho Tourism Prime Season Magazine Co-ops

The Idaho Division of Tourism's Prime Season Magazine Co-op Program is a unique way for Idaho organizations to align themselves with the current Idaho Tourism marketing campaigns. The program allows participants to leverage the State's media efforts while promoting Idaho as a premier vacation destination.



- Magazine co-ops are designed as full-page ads and traditionally require 3 partners.
- The top half of the ad will feature the State's message and image.
- The bottom portion of the ad is divided into equal parts between the partners with each getting one photo, logo and 20 words of copy, phone number and URL.
- The cost to participate is based on the 1/6<sup>th</sup> ad cost.
- Co-op magazine selections include those with strong circulation and editorial serving the Northwest.
- Other magazines can be considered depending on interest.
- Gross ad rates are based on 2012 costs and are

subject to change based on final 2012-2013 run date. Partners will be informed of final costs once target month is approved. Please consider adding an additional 3-5% to cover price increases.

Magazine	Circulation	Full Page Gross Rate	ITC's Co-op Rate	Per Partner Rate if 3...
AAA Tourbook (ID, MT, WY)	435,000	\$16,250	\$8,125	\$2,708.33
Alaska Air	85,000	\$7,650	\$3,825	\$1,275
Alaska/Horizon Air (together)	117,000	\$12,135	\$6,067.50	\$2,022.50
Horizon Air	32,000	\$5,470	\$2,735	\$911.66
*MNI-Portland - Home category	66,310	\$14,455	\$7,227.50	\$2,409.16
*MNI-Seattle - Home category	97,130	\$19,265	\$9,632.50	\$3,210.83
NW Cycling	40,000	\$3,241.18	\$1,620.59	\$540.19
NW Palate	45,000	\$2,150	\$1,075	\$358.33
NW Travel	40,000	\$3,331	\$1,665.50	\$555.16
Outside	225,000	\$17,860	\$8,930	\$2,976.67
Seattle Magazine	70,000	\$8,147.06	\$4,073.53	\$1,357.84
Seattle Met	52,570	\$5,909.41	\$2,954.70	\$984.90
Via-ID/OR	435,000	\$10,480	\$5,240	\$1,746.66
Via-Mtn West	105,000	\$4,120	\$2,060	\$686.66
Western Journey	611,000	\$5,214	\$2,607	\$869
425 Magazine	40,000	\$3,411.74	\$1,705.87	\$568.62

\*Note: The family magazines for MNI are Family Fun, Parents, Parenting, American Baby

Contact:

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